

LAUR

diy

Who is LAURdiy?

A Leading Worldwide Digital Influencer



- Lauren Riihimaki, aka LaurDIY, is a world-renowned social influencer and YouTube sensation with over **19 million followers** across all social media platforms
- A fashion, lifestyle and fitness vlogger, Lauren's specialty is DIY—everything from fashion and accessories to health, beauty and home decor. She vlogs about clothes, school, relationships, her morning routine, workouts, healthy snacks, organization, home decor and much more... and provides crafting ideas for each
- With close to **9 million YouTube subscribers** and **834 million views**, averaging over **1.5 million views** each, with some videos surpassing **3 million views** in under a week!

One more sign she's big time? Her fans have a nickname: **#prettylittlelaurs!**

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Over 19 Million followers



8.8 million YouTube Subscribers

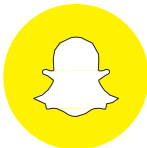
834+ million Total Video Views



Twitter – 5.9 million followers



Instagram – 4.9 million followers



Snapchat - 350,000 views/snap



Facebook - 400,000 followers

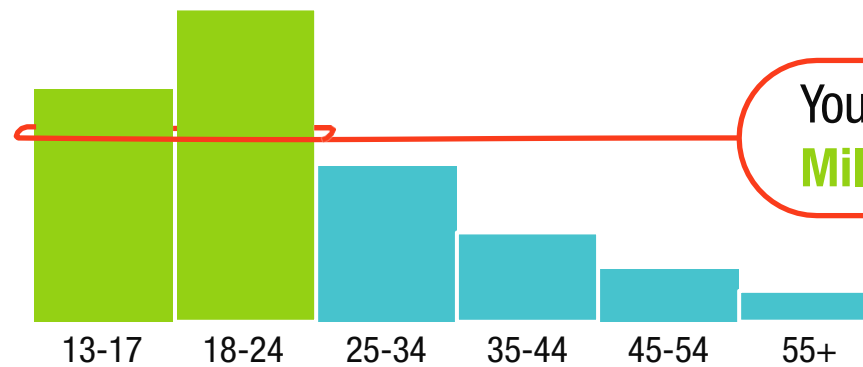


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Broad audience

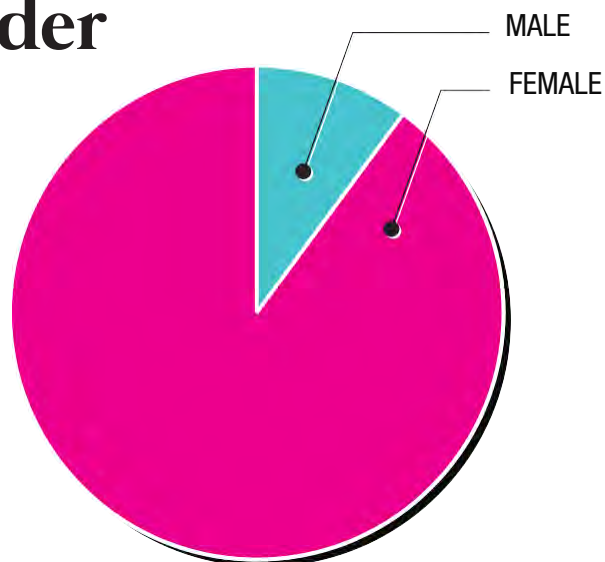


Age

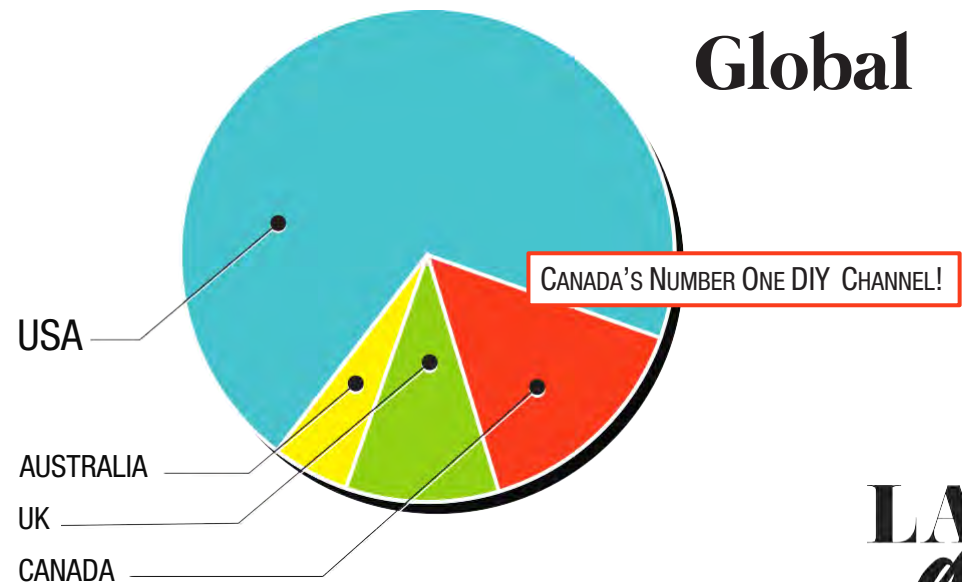


Younger demographic:
Millennials and Gen Z

Gender



Global



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Top Video *categories*



averaging over 1.5 million views per video!



DIY / CRAFTS



FASHION



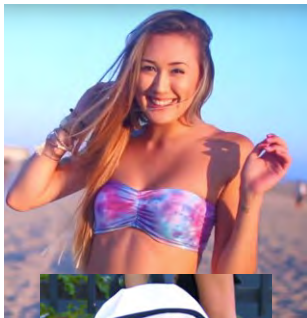
BACK TO SCHOOL



HOME DECOR

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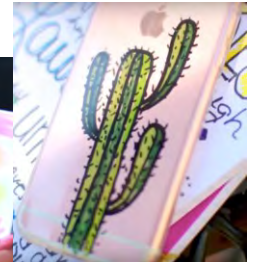
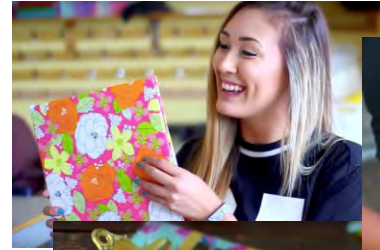
Fashion and Accessories



- DIY Backpacks
- DIY BF Jeans
- Summer DIY T-shirts
- 3 DIY Shirts
- Tie Dye DIYs

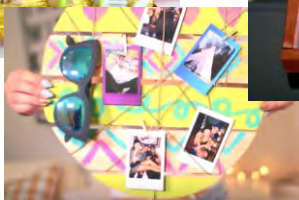
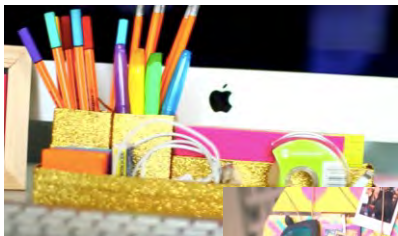
Back to School

- the DIY Challenge
- Back to School Essentials



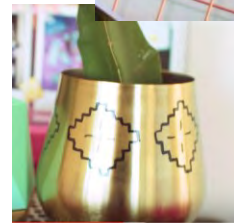
Home Organization

- Trends you can DIY



Room Decor

- DIY Room Decor
- Summer Room Decor

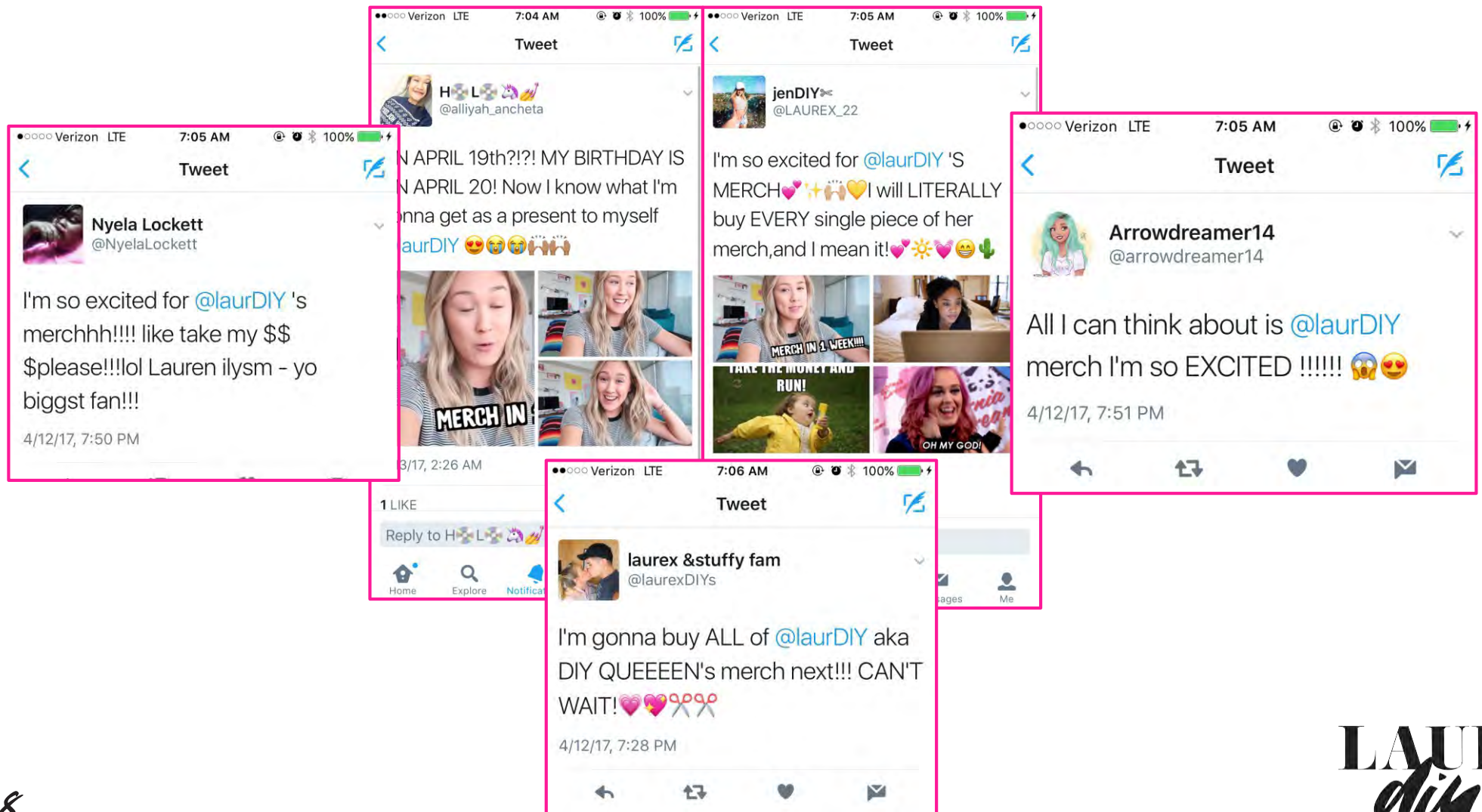


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Notable Brand collaborations

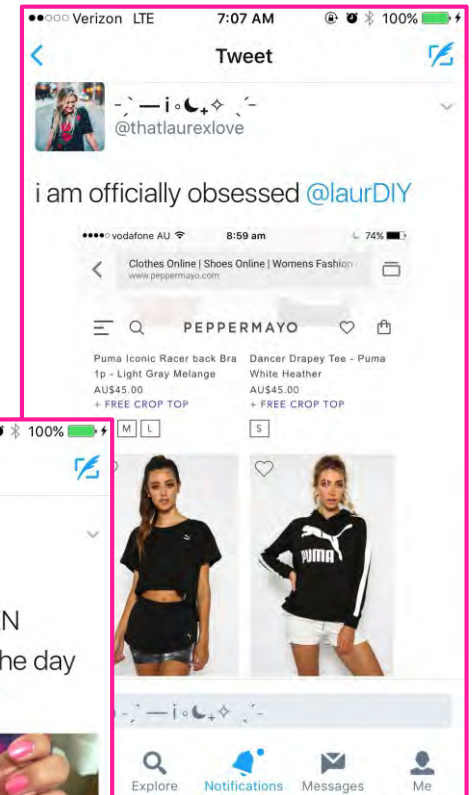
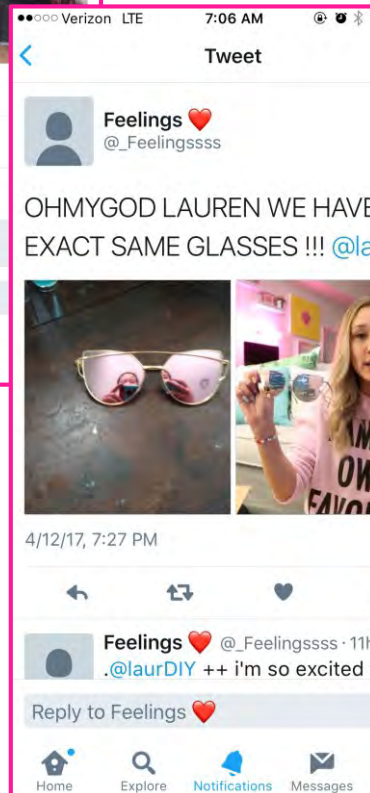


followers want "merch"



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followers buy LaurDIY



Licensing *contacts*

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visit LaurDIY's YouTube channel at: <https://www.youtube.com/laurdiy>



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